

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of the claims in the application:

Listing of Claims:

1. (Currently Amended) In an interactive television (TV) environment, a method for selectively providing authorized interactive TV content comprising:

associating a first authorization key or first personalization data with a respective second authorization key or second personalization data;

broadcasting the interactive TV content via a broadcast stream, wherein at least some of the interactive TV content is tagged content, the tagged content being marked by ~~tags having one or more~~ a tag comprising the first authorization ~~keys~~ key or first personalization data, and wherein the tagged content is authorized for display only by one or more receivers provided with ~~matching ones of the~~ respective second authorization ~~keys~~ key or second personalization data;

wherein the ~~matching~~ second authorization ~~keys~~ key or second personalization data are selectively broadcast to the one or more ~~of the~~ receivers via the broadcast stream such that ~~at least some~~ of the one or more receivers are authorized to selectively output or make use of the tagged content based on the ~~matching~~ second authorization ~~keys~~ key or second personalization data.

2. (Cancelled)

3. (Currently Amended) The method of claim 1, further comprising:

selectively broadcasting the ~~matching~~ second authorization ~~keys~~ key or second personalization data to the one or more receivers or to one or more network system nodes.

4. (Previously Presented) The method of claim 3, further comprising:

checking the ~~tags having one or more tag comprising the first~~ authorization keys key or first personalization data with the second authorization keys key or second personalization data selectively broadcast to the one or more receivers or the one or more network system nodes, the checking ~~to be~~ performed by the one or more receivers via use of a remote control or directly at the one or more network system ~~node~~ nodes using a console application.

5. (Currently Amended) The method of claim 4, further comprising:

displaying the ~~authorized~~ interactive TV content when the checking reveals a match between a ~~checked~~ the first authorization key or the first personalization data comprising the tag and ~~one or more checked~~ the second authorization keys key or second personalization data selectively broadcast to the one or more receivers or the one or more network system nodes.

6. (Currently Amended) An interactive television (TV) system comprising:

a key/personalization system distribution server to associate a first authorization key or first personalization data with a respective second authorization key or second personalization data;

a tagging module to receive the first authorization key or first personalization data from the key/personalization system distribution server and to tag interactive TV content with ~~one or more said~~ first authorization keys key or first personalization data;

a broadcasting unit to broadcast tagged interactive TV content to one or more receivers via a broadcast stream, wherein the tagged interactive TV content is authorized for display only by those of the one or more receivers selectively provided, ~~also via the a broadcast stream system, with matching said~~ second authorization keys key or second personalization data such that at least some of the one or more receivers are authorized to selectively output at least some of the interactive TV content based on the ~~matching~~ second authorization keys key or second personalization data.

7. (Cancelled)

8. (Currently Amended) The system of claim 6, further comprising:

a distribution system to selectively provide the ~~matching~~ second authorization keys key or second personalization data to the at least some of the one or more receivers or to one or more network system nodes.

9. (Currently Amended) The system of claim 8, further comprising:

a filtering module disposed within the one or more network system nodes or within the one or more receivers to check the interactive TV content tags having ~~one or more~~ the first authorization keys key or first personalization data for a match with the second authorization keys key or second personalization data selectively provided to the at least some of the one or more receivers or the one or more network system nodes.

10. (Currently Amended) The system of claim 9, wherein the filtering module allows ~~the tagged interactive TV content within the tagged interactive content~~ to be displayed[[,]] or passed along to ~~the a~~ next network system node when the filtering module finds a match between ~~the tags having one or more~~ the first authorization keys key or first personalization data and the ~~matching~~ second authorization keys key or second personalization data selectively provided to the at least some of the one or more receivers or the one or more network system nodes.

11. (Currently Amended) A receiver comprising:

a decoding unit to receive a broadcast stream with interactive TV content, wherein at least some of the interactive TV content is tagged content, the tagged content being marked by tags having ~~one or more~~ a first authorization keys key or first personalization data, and to output selectively the ~~interactive TV~~ tagged content ~~with the broadcast~~ for display; and

an authorization key and personalization filtering module to check if ~~keys~~ a second authorization key or second personalization data selectively broadcast to the receiver via ~~the a~~ broadcast stream system match with the tags having the first authorization keys key or first ~~tagged~~ personalization data, and, if ~~the authorization keys or personalization data a match exists~~, to allow the decoding unit to output the ~~interactive~~ tagged content ~~with the broadcast~~ for display.

12. (Cancelled)

13. (Currently Amended) A machine-readable medium ~~providing~~ storing instructions, which instructions, if executed by a processor, ~~causes~~ cause the processor to perform an operation comprising:

creating a tagged content by tagging interactive TV content with ~~one or more~~ a first authorization ~~keys~~ key or first personalization data; and

selectively broadcasting via a broadcast ~~stream-matching system~~ a second authorization ~~keys~~ key or second personalization data to one or more receivers; and

broadcasting the tagged content to a plurality of receivers including the one or more receivers via ~~the~~ a broadcast stream such that at least one of the plurality of receivers is authorized to output selectively the tagged content based on ~~the matching~~ the first authorization ~~keys~~ key or first personalization data with the second authorization key or second personalization data.

14. (Cancelled)

15. (Currently Amended) A machine-readable medium ~~providing~~ storing instructions, which instructions if executed by a processor, ~~eauses~~ cause the processor to perform an operation comprising:

checking ~~tagged~~ first authorization ~~keys~~ key or first personalization data associated with ~~a broadcast stream including~~ interactive TV content transmitted via a broadcast stream with a second authorization ~~keys~~ key or second personalization data selectively broadcast to one or more receivers via ~~the~~ a broadcast stream system; and

displaying the interactive TV content if the ~~checked~~ first authorization ~~keys~~ key or first personalization data match with the second authorization ~~keys~~ key or second personalization data selectively broadcast to the one or more receivers.

16. (Currently Amended) In an interactive television environment, a personalization and authorization platform architecture comprising:

a personalization server to receive a television (TV) broadcast, to include interactive content with the TV broadcast in a broadcast stream, and to create tagged content, the tagged content being marked by tags having ~~one or more~~ a first authorization ~~keys~~ key and/or first personalization data; and

a key and personalization distribution system to provide the first authorization keys key and/or first personalization data to the personalization server, and to selectively broadcast, via ~~the~~ a broadcast stream system, ~~matching a second~~ authorization keys key and/or second personalization data to one or more receivers.

17. (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein the one or more receivers are configured to receive the TV broadcast with the tagged content, and ~~check to determine~~ if the tags having the first authorization keys key and/or first personalization data match with the ~~matching~~ second authorization keys key and/or second personalization data.

18. (Currently Amended) The personalization and authorization platform architecture of claim 16, wherein the one or more receivers are configured to output the interactive content if the tags having the first authorization keys key and/or first personalization data match with the ~~matching~~ second authorization keys key and/or second personalization data.

19. (Previously Presented) The personalization and authorization platform architecture of claim 16, wherein a broadcaster or network operation determine which TV broadcast can include interactive content.

20. (Previously Presented) The personalization and authorization platform architecture of claim 16 ~~19~~, wherein the broadcaster or network operator determine which authorization keys and/or personalization data to use to tag the interactive content.